ZEBRA | **antuit.ai**

Amazon Channel Forecasting
for Consumer Products

Increase Your Forecast Accuracy with Amazon's Data

Improve your sales and placements with accurate forecasts for the largest CPG e-commerce channel.

Amazon accounts for 39% of all CPG e-commerce revenue, nearly 7x more than Walmart.[1] But as an e-commerce retailer, Amazon has different data elements than brick & mortar retailers, which poses a challenge for traditional forecasting methods.

Antuit's Amazon Channel Forecasting improves forecasting accuracy by incorporating Amazon's unique data elements, including lost buy box, ASIN ranking, glance views, replenishable out of stock, and customer reviews. By combining these with competitor price matching and promotion behavior, the solution delivers a highly accurate forecast that accelerates your performance on Amazon.

Case Study - Mastering Amazon for a Consumer Electronics Brand

The Problem - A multinational consumer electronics (CE) brand regards Amazon as a critical channel, yet forecasting for it was complicated. Amazon's business practices exacerbated the problem. Despite having large warehouses, Amazon doesn't carry large inventory volumes. Consequently, they submit purchase orders as frequently as twice a week. Due to all of this, the CE brand was only achieving 25% forecast accuracy on average. This low accuracy was leading to lost sales and lower placement on Amazon.

The Result - Amazon shares a wealth of valuable information with their suppliers, but it is only useful if you know how to translate that into meaningful information. Understanding this, the company chose Antuit to address its forecasting challenges. After a swift implementation, Antuit's solution more than doubled the consumer electronics' forecast accuracy, exceeding the expectations of the CE company.

Results

2X Improvement in forecast accuracy

3000 BPS Gain in forecast accuracy

1- Neilsen E-commerce Measurement

Features

➢ **Amazon Data Incorporation** — Forecasting models and algorithms seamlessly incorporate Amazon-specific data to drive accuracy improvements.

➢ **Two-Stage ML Forecasting Models** — Multi-stage model that analyses hundreds of data points to first predict the consumer demand and then prescribe the PO quantity to fulfill the demand.

➢ **Ensemble of Decision Trees** — Unique machine learning model that consists of hundreds of decision trees that learn how to predict Amazon sales and PO quantity.

➢ **Dynamic Data Aggregation** — Automatically determines the right aggregation hierarchy levels to create the most accurate forecast for every item.

> " Amazon is harder than other accounts to predict. Antuit's forecasts give us an unbiased, data-driven view that we never had before. "

Analytics Executive, Consumer Goods Company

Why antuit.ai

We operate with one goal –

Deliver measurable business & financial improvements by enriching decisions and workflows at scale.

That commitment makes antuit.ai different by design.

Our approach amplifies your strategy with SaaS solutions that enable fluid processes, leverage AI, incorporate rapid API's, and support user adoption.

We strive to bring you significant value in a very short period that escalates over time.

To learn more, please contact us at **info@antuit.ai**

Consumer Products Solutions from antuit.ai

➢ Demand Forecasting & Planning

➢ Available to Promise

➢ AI Demand Modeling Studio

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